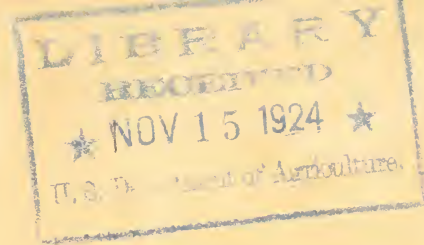


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**The Rocky Ford
Cantaloupe
Seed Breeders
Association**

Rocky Ford, Colorado



Price List for 1924

The Full Harvest Never Comes Haphazardly

EACH passing season tends to put the soil in tune with the forces of creation. All the elements combine to serve fertility. Man's will adds to earth's increase. The returns from Nature are cumulative. Today's great reward is not the result of a single plowing and planting, but of years of careful preparation. Lend Mother Nature a seed that comes from a long line of perfect flowers or prime luscious melons and she will return off-spring full of the sweetness of the morning. But cheat her with seeds from inferior or blighted plants and she will measure them back to you in plants that bear all the ancestral blemish.—
This is the law.

Price List for 1924

The Rocky Ford
Cantaloupe
Seed Breeders
Association
Rocky Ford, Colorado



OFFICERS

PHILO K. BLINN	President
CLEM V. RYAN	Vice-President
JAMES B. RYAN	Secretary-Treasurer

ADDRESS ALL ORDERS TO SECRETARY



No. 1

THE ROCKY FORD CANTALOUPE SEED BREEDERS' DRYING SHED

THE LARGEST AND BEST CANTALOUPE SEED HARVESTING EQUIPMENT IN THE WORLD—*Nine hundred trays, permitting ten thousand pounds of seed being rapidly dried at one time, in COLORADO'S BRIGHT SUNSHINE, thus insuring color, bright seed and high germination.*

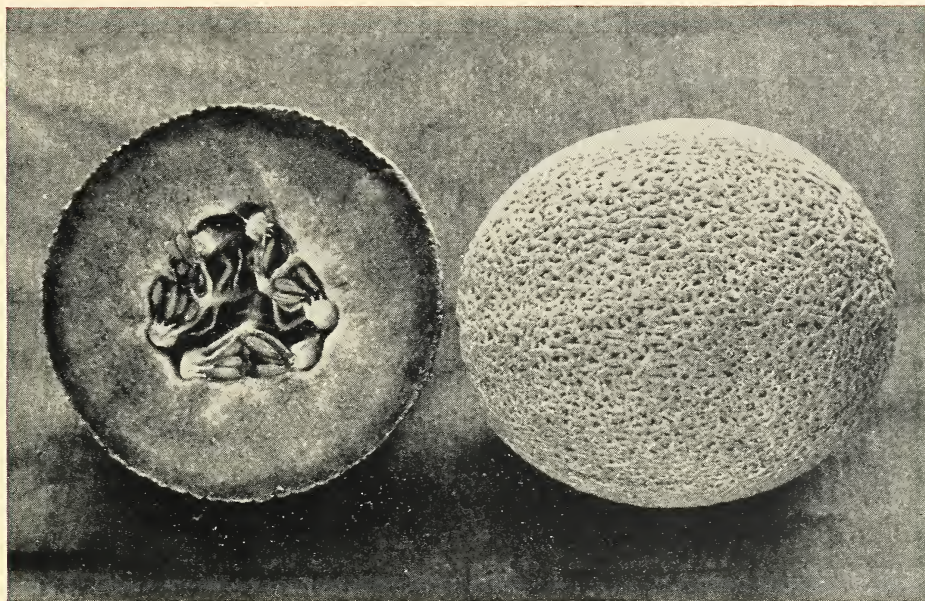
Are You Interested In Good Cantaloupes?

May we invite you for a few minutes to glance at a few scenes in connection with our cantaloupe seed production? We would like to explain a few facts of interest that have led up to the production of HIGH CLASS CANTALOUPE SEED.

Good Seed Is the Foundation of Success

When we stop to think, we know that a large measure of success will depend on the use of superior strains of seed in the production of any crop. The more highly it has been developed the more strikingly it will be manifest. If we could review the gradual development of the cantaloupe industry we would more fully realize the fact.

Years ago, the varieties of cantaloupes grown were suitable for the home use, and nearby markets, but not suited to long shipments; not until the Netted Gem type of cantaloupe was selected, in Colorado, did the cantaloupe industry make its start in development. The selection of this uniform cratable sized cantaloupe gave a great impetus to the industry. It established a standard for market quotations, and it made possible the loading of refrigerator cars under ice, which are now seen in whole train loads rolling across our country to distant markets—thousands of car loads are marketed every season.



No. 2

Here is the *ideal* type of a cantaloupe, beautiful netting, symmetrical form, and thick, firm flesh of exquisite texture and flavor.

What a Contrast in the Improvement Over the "Old Slicker"

If the growers today were compelled to revert back to planting the old varieties of cantaloupe seed in use a decade ago, it is doubtful if the cantaloupe industry could survive a single season with its present gigantic proportions. The old strains were poorly netted, often large proportions of a crop had to be discarded because they were soft "slickers," melons without netting on one side, the vines were more susceptible to the plant diseases, the attacks of which produced premature ripening with very inferior qualities on the market.

Today, Look at the above cantaloupe, perfectly netted.

We now have strains developed where all the cantaloupes produced are as well netted and as attractive in appearance. Systematic selection for disease resistance has developed strains that are more highly immune to the attacks of plant diseases, and the cantaloupes mature more normally, with fine flavor and quality, under proper care and conditions.

Every desirable quality in a cantaloupe has been zealously sought for by THE ROCKY FORD CANTALOUPE SEED BREEDERS' ASSOCIATION, and in a LARGE MEASURE HAS BEEN REALIZED, as the results will show.



No. 3

A pile of selected specimens of the original "Netted Gem." This photograph was taken in 1903. Note the poorer type of netting, with clear cut sectors, which was inclined to go "slickers."

Higher Standards of Quality Are Now Required

Not very long ago, the *variety name*, was the chief requirement for good cantaloupe seed—it might be "Early Watters," "Eden Gem" or "What-not." But today the requirements are more exacting. The large commercial growers are no longer satisfied with variety names, they now want certain definite strains having traits and qualities that have been developed and produced by competent, dependable men, who, with special experience in cantaloupe seed breeding, have established a reputation through the results of seed improvement they have made. Most growers are beginning to realize that the road to success in establishing a dependable strain of cantaloupe seed is not a short easy one, and they are insisting that the seed they plant comes from the man who has grown and developed the seed—they are not willing to buy seed of the same strain name from some seed jobber or dealer. It has begun to dawn upon them that it requires the same methods and care of selection to maintain a good quality in a strain of cantaloupes as it took to develop or produce it, and hence, they are not willing to assume risks that they can avoid by getting their seed first hand.



The Cause of Poor Quality In Cantaloupes

FREQUENTLY we hear complaints about poor quality of cantaloupes on the markets, and usually it is attributed to the use of unimproved varieties of seed. In some instances this might be true, but by far the greater cause of poor quality in cantaloupes is due to the fact that many melons are picked too green, or are prematurely ripened on vines that are more or less affected with plant diseases, which makes good quality impossible.

The conditions that cause this trouble are various: Unfavorable climatic conditions play a part. In sections where cantaloupes have not been grown for some time improper methods of crop rotation and neglected cultural care have resulted in disease infested soil conditions, which doubtless is the most important cause for poor quality, then there are unwise methods of harvesting and marketing cantaloupes, that make the problem of insuring good quality on the market a difficult one to solve; it is obvious that good seed can not remedy it all. Growers are beginning to realize that plant diseases must be controlled, by systematic crop rotation, selection of disease-resistant strains of seed, better cultural care even to spraying with fungicides if necessary in order to insure good quality of cantaloupes on the markets, and last of all the most strict methods of market inspection should be employed at the point of production.

Cultural Information Free

If you need assistance as to suggestions along the line of cultural care we will be glad to send you our booklet on up-to-date cultural care, which we revise and publish from time to time, in the interest of better cantaloupes.

STEP OUT IN ONE OF OUR FIELDS AND WE CAN SHOW
YOU HOW WE DO IT.



The Beginning of the Season—Springtime



No. 4

A field well prepared for cantaloupes, plowed, harrowed, and leveled. Ready for the drill.



No. 5

Drilling cantaloupe seed with a sugar beet drill that is equipped with melon seed plates, sowing about two and a half pounds of seed per acre, in five foot rows, each row has an irrigation furrow through which the row receives the moisture.



No. 6

This is the way we smooth out the furrows so water will readily run through the furrows without flooding the ground.

Careful Irrigation Is Very Essential In Irrigated Sections

It is necessary to prevent flooding which will compact the soil and cause it to dry out hard which will cultivate up in lumps all the rest of the season.

In the regions where irrigation is not necessary the furrows might be of valuable use to carry off excess rainfall.



No. 7

Running water through the irrigation furrows to wet the soil for germinating the seed. Note the dark color of the wet soil as the moisture soaks out to the seed, getting the water through the whole row soon insures uniform wetting of seed.

No Rain Needed at This Time

In the arid sections where irrigation is depended upon, rain is usually more detrimental than of benefit, because of the crusting of the ground, as the ground rapidly dries out after light rains.

R. F. C. S. B. D.



No. 8

Here we are cultivating cantaloupes for the first time using the Planet Junior Beet Cultivator, equipped with weeding knives, "duck feet," and irrigation shovels, stirring the soil, destroying weeds, and leaving the row provided with an irrigation furrow, ready for the next irrigation that may be required.



No. 9

EARLY CULTIVATION IS VERY DESIRABLE

In this field the cantaloupe vines are just beginning to run. The light colored line near the row is the irrigation water in the furrow. Cantaloupes require frequent irrigations in the early season.

R. F. C. S. B. D.



No. 10

THE THUNDER CLOUDS APPEARING—SUMMERTIME

Here is one of the elements we have to contend with, THE HAIL STORM—sometimes only a little injury, often it means replanting and sometimes it means planting beans or some catch crop when the season is too late to replant to cantaloupes.



No. 11

A good prospect for a crop is six or eight well netted melons to a hill. Note the white edge of some leaves, this is a good "ear mark" of strong disease-resistance.

PLANT DISEASES THE GREATEST MENACE TO GOOD QUALITY



PLANT SELECTION
FOR DISEASE RESISTANCE
THE ONLY SURE CURE

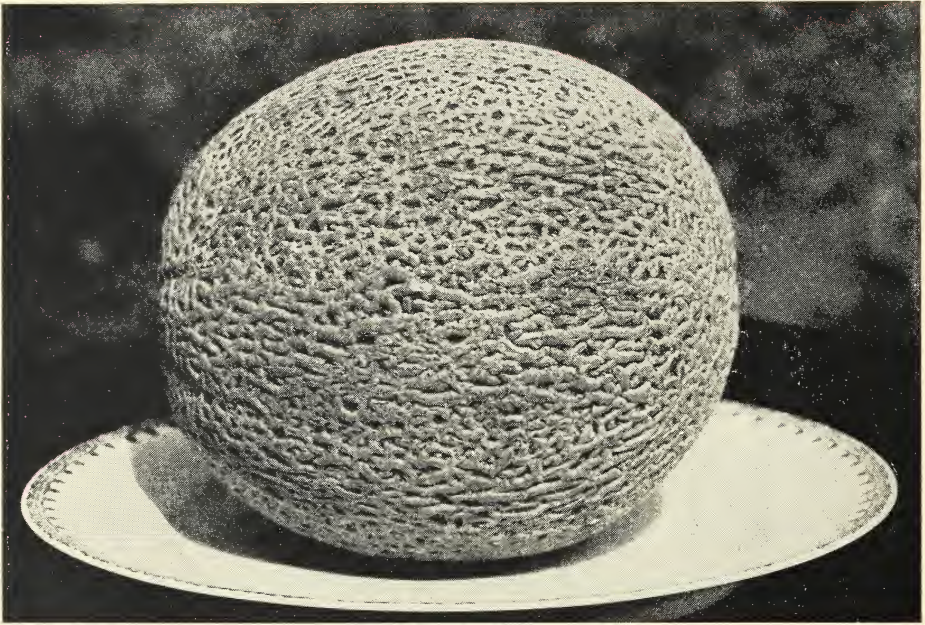


No. 12

This is how a fungus disease affects a hill of cantaloupes destroying the leaves, which prevents normal development, and results in prematurely ripening the melons without any desirable quality.



OUR TEN TWENTY-FIVE CANTALOUPE



No. 13

You may accuse us of selecting the best type of cantaloupe we could find to take this photograph, well I guess we did, but it was only one of a thousand just as good. If you do not think so look at some of the piles out in our fields.

IT IS OUR TEN TWENTY-FIVE QUALITY



JUST AS THEY RUN IN THE PILES
IN OUR FIELDS



No. 14

Here is a whole pile of Ten Twenty-Five cantaloupes. Note the fine uniformity of the netting

R. F. C. S. B. D.



No. 15

We have now reached the market stage. The flat crate with a single layer has become a popular crate, as it affords more protection to the melons from bruising, and it fits the average consumer's pocket book.



No. 16

This is the ultimate end of all good cantaloupes. Note the deeper color of the piece of cantaloupe on the right, this is due to the fact that this piece is from a deep orange or salmon meat cantaloupe. This color seems to be very popular with many people. We now have the beginning of a new strain of this type, a selection out of our Ten Twenty-Five which we believe will eventually become the Ne-Plus-Ultra in cantaloupe—(nothing-more-beyond). This seed is not ready for distribution.



Harvesting Cantaloupe Seed— Harvest Time

We grow several hundred acres of cantaloupes for seed exclusively, no cantaloupes are marketed, the fields are planted with the best stock seed that it is possible for us to develop, the fields are allowed to stand until dead ripe so the seed will be fully matured.



No. 17

Here we have about fifty men picking and piling the cantaloupes preparatory to cutting them for seed, all the men do not show in the photograph. Only the well matured cantaloupes are cut for seed.



Ready to Cut for Seed



No. 18

A closer view of the piles in the same field, near our drying shed, note the piles of trays, which are shown filled with seed in cut No. 1.



No. 19

Hand cutting cantaloupe seed in the field after they are piled.

Hand Cut Cantaloupe the Best

We hand cut all our cantaloupe seed, as this insures better quality, it permits better chance for selection and eliminating anything undesirable, it insures the seed being clean, free from dirt.

No Weed Seed Can Possibly Get In

Each man cutting seed is provided with a stool on which is fastened rigidly a sugar beet topping knife, a wide bladed round end knife on which the cutter cuts the cantaloupe in two and scrapes the seed out.



Only Well Matured Cantaloupes Are Cut for Seed

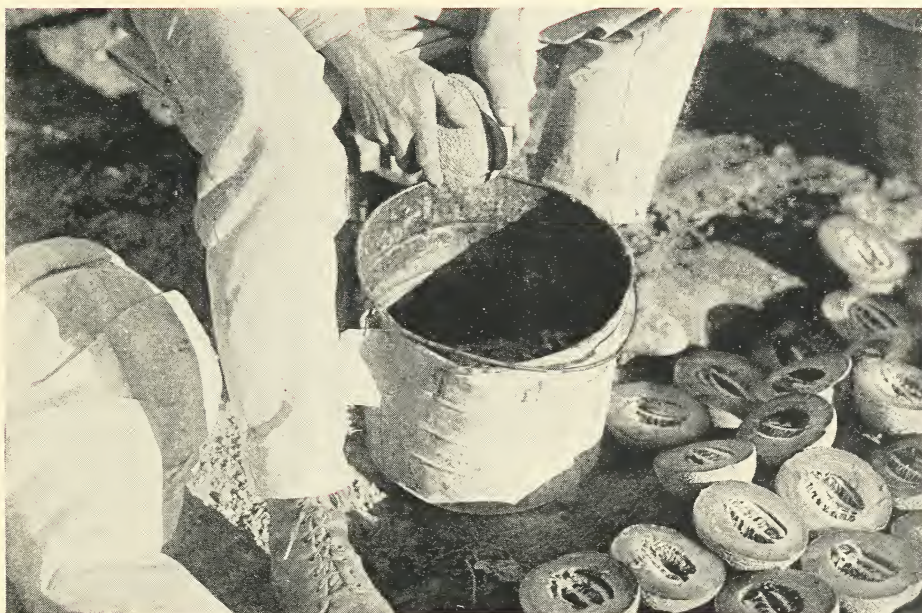


No. 20

A closer view of one of the seed piles, some of our old Salmon-Tint Pollock No. 25. Note that you can see the tracing of the sector lines in the cantaloupes, which we have almost completely bred out of our Ten Twenty-Five strain.



Careful Seed Selection Will Sure Tell



No. 21

A close up view of a seed cutter cutting the cantaloupe in two over the knife, the half bushel is to catch the seed.

This man is cutting special fine stock seed where the exceptional fine types are laid out for saving separately to use in our nursery plats or improvement work. This is the only method by which cantaloupes can be improved, or a high standard of quality be maintained.

RECORDER



No. 22

Another view of the same cutter shown in No. 21, showing how the seeds are scraped over the round end of the knife, that is attached to the stool. The seed and juice fall into the pail.

The men cutting cantaloupe seed are usually provided with rubber gloves, to protect the hands from the acid in the over-ripe melons.

The seed in the pail is emptied into a box with a screened bottom and then placed in barrels after the most of the juice has drained out.



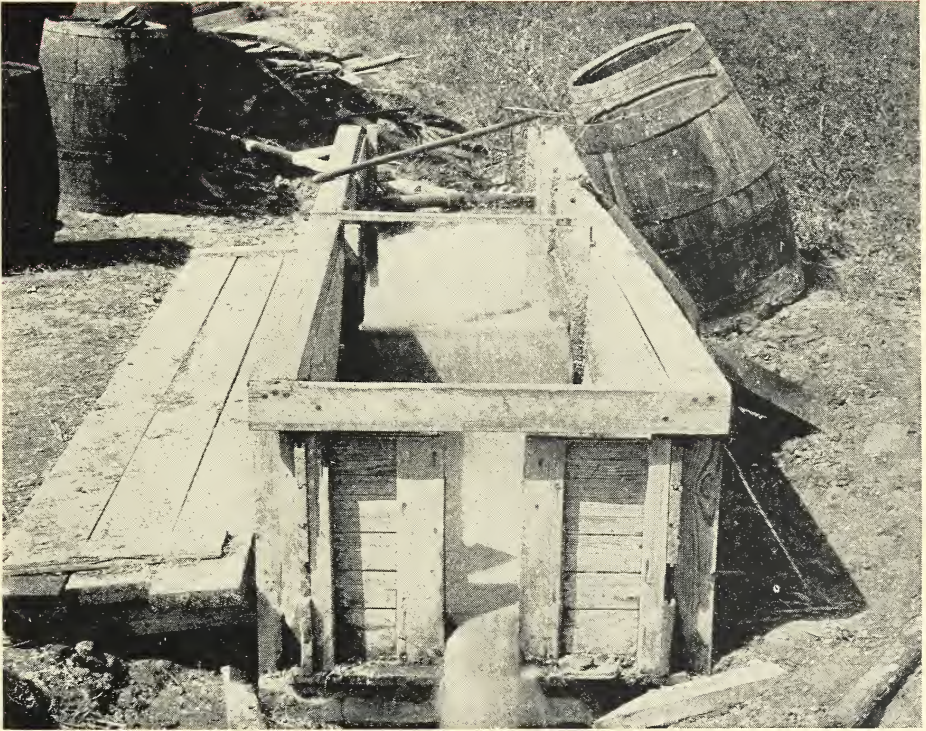
No. 23

It requires two teams to haul the seed from fifty men cutting seed in the field.

As the seed is drained of most of the juice, it is shoveled into barrels in the wagons and hauled out of the soft fields to firm roads, where it is taken on Ford trucks to our washing and drying shed.



Care In Curing Seed Insures Good Germination— Neglect Will Ruin It



No. 24

This is one of four sluice boxes that we have for washing cantaloupe seed, in them we can wash 4,000 pounds in a day.

As the seed is brought in from the fields it is emptied into vats in our shed, where it stands from 36 to 48 hours. It is then washed like "gold" in the sluice boxes with large quantities of water which floats off the pulp and immature seed. The good seeds are heavier than water and will settle at the bottom, where it is removed, and spread out on the drying trays to dry as rapidly as possible, these trays are shown in part in cut No. 1. After drying, the seeds are sacked, and then fanned to remove any dust and pieces of dried hull that may have stayed with the seed, which is the final stage for cantaloupe seed before marketing.



No. 25

Saving seed of perfect individual cantaloupes that have exceptional fine qualities. The melons are cut and very critically selected, and the seed saved and put in little paper bags and marked, after which it is planted in separate nursery plats where its progeny can be observed, and selected for future improvement work.

The Most Important Work of All— How We Improve the Seed

We will now go back to the man cutting special stock seed, where he has laid out exceptional fine types of cantaloupes to be saved and planted separately, to test out their power to reproduce the traits that they were selected for. THERE IS NO SHORT CUT AWAY FROM THIS TIME-CONSUMING PROCESS OF PLANT BREEDING.

Here Is Where We Have to Pay the Price

R. E. C. S. B. D.



No. 26

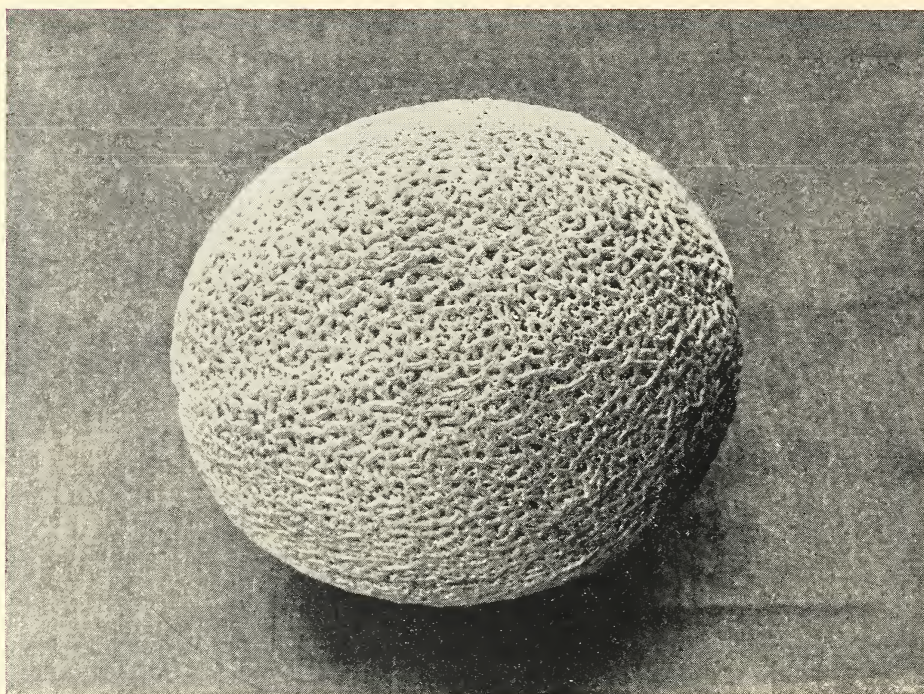
This is one of our annual cantaloupe breeding nurseries. Usually we have from 1,000 to 1,400 individual selections to test out each year.

Every selection is planted separately, and marked with a stake, this is an expensive, useless plan in the minds of many ordinary farmers, but, oh! how interesting and valuable are the results of the production to the cantaloupe industry.



No. 27

A cantaloupe hill with the vines just beginning to start. The first golden colored blossoms are just appearing, like the first blue birds in spring fill our hearts with anticipation for the harvest.



No. 28

HERE IS OUR IDEAL FOR A CANTALOUPE;
COULD YOU WISH FOR MORE, except in quantity?



No. 29

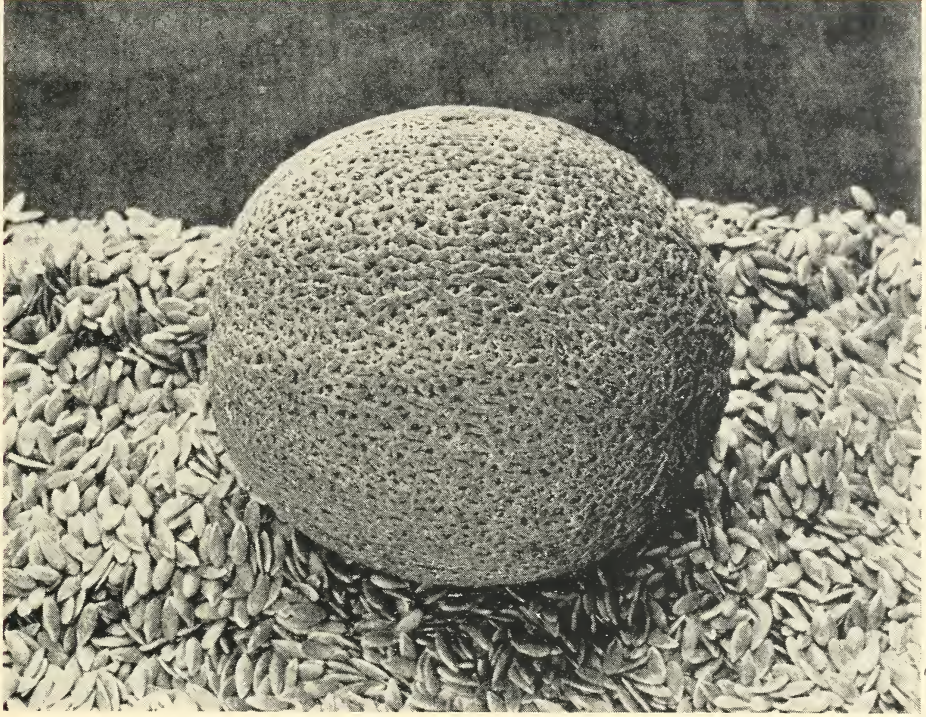
Here we have the product of individual selections reproduced, and multiplied, but
WE DO NOT STOP HERE.

R. F. A. S. R. D.



No. 30

This is the same pile of cantaloupes shown in cut No. 29, which is being cut and sorted out, eliminating the poorer and selecting the cream of this fine lot, and so our work goes on. IS IT ANY WONDER THAT OUR SEED EACH YEAR IS A LITTLE BETTER THAN THE LAST?



No. 31

A PERFECT CANTALOUPE RESTING ON THE FOUNDATION OF DEPENDABLE REPRODUCING SEED, BACKED BY THE REPUTATION OF ITS RESULTS.

We feel justly proud of the distinction of excellence that the results of our best seed have achieved.

OUR TEN TWENTY-FIVE IS FIRST CHOICE IN THE ESTIMATE OF EVERY EXPERIENCED CANTALOUPE GROWER WHO IS FAMILIAR WITH ITS QUALITY.

It has the dignity of QUALITY, UNVARYING UNIFORMITY OF SIZE, NETTING, and EXTERNAL ATTRACTIVENESS; IT RESPONDS TO SOIL AND CLIMATIC CONDITIONS FROM FLORIDA TO CALIFORNIA. It has become the UNIVERSAL variety that is grown in the great cantaloupe growing districts, such as the Imperial Valley.



Our List of Cantaloupe Varieties

"Ten Twenty-Five Cantaloupe"

This new strain introduced in 1919 by us, comes very near the ideal in cantaloupes.

This new strain is the cantaloupe that the trade has been looking for ever since the importance of the cantaloupe industry was first realized. It was the hope that a cantaloupe might be found that had centered within it all the necessary qualities that go to make the ideal commercial melon. We believe that this has been found in our new cantaloupe, the "Ten Twenty-Five." These are its qualities: it is very prolific, solid netted with no trace of a sector, very even sizes, all fruit practically the same in size and shape, flesh of a beautiful salmon color from seed cavity to within one-half inch of rind, then a green color. Texture of flesh smooth and fine, flavor exceedingly fine. Carrying qualities unusually good, will stand long hauls and arrive in prime condition. This cantaloupe will please the home gardener as well as the commercial shipper, and for the consumer it will be a pleasant surprise. We recommend this cantaloupe as far ahead of all others, and you will make no mistake in using it exclusively.

Our price for this seed, delivered by express or parcel post is as follows: Oz., 15c; two ozs., 25c; quarter lb., 45c; one-half lb., 80c; one lb., \$1.50.

Salmon-Tint Pollock No. 25

This had been the leading commercial cantaloupe, and until we introduced the "Ten Twenty-Five" was considered the last thing in melons. The fruit is of even sizes, solid netted with a salmon tint flesh. The vines withstand the rust or blight well. It is the parent stock of the "Ten Twenty-Five" and where that seed cannot be secured we recommend the Salmon-Tint Pollock No. 25 as by far the best.

The original "Pollock" was the result of a hybrid, as running through nearly all the Pollock strains there are the two colors in flesh and various combinations of them—Green and Salmon-tinted.



Through individual plant selection we have isolated these colors so as to run almost uniformly in two strains which we believe to be the best. Our Salmon-tint No. 25, is a remarkable strain, not only for its uniformity, but for its netting, color of the flesh, quality of the flesh—both texture and flavor—disease-resistance of the vine, prolific yields and ability to “make good” in various soil conditions; for out of over a thousand customers, we have not had a complaint of any kind from this No. 25; we would especially recommend this strain to those who have had dissatisfaction in other strains from any cause. The Pollock strains are later than some other we have to offer, but for quality they have no equal.

Prices delivered by parcel post or express: one-half lb., 80c; one lb., \$1.50.

Green Flesh Pollock No. 25

Our Green-fleshed Pollock is very similar to the other Pollock, except in the color of the flesh, which runs more green, shading to yellow at the cavity; we would recommend this strain for markets that demand a green-fleshed cantaloupe. The general character and appearance of the two strains of Pollock are much the same; we class these two Pollocks as the best late or main crop varieties of Rocky Ford Netted Gems, but our No. 25 we consider the best.

Prices delivered by parcel post or express: one-half lb., 80c; one lb., \$1.50.

Golden Pollock

The “pink meats” or orange colored flesh in cantaloupes seem to be very popular with many cantaloupe lovers. Most of the varieties with this type of flesh are rather poorly netted and not very attractive in appearance on the market. The following varieties are of this class: Osage Gem, Burrell’s Gem, Defender, Hoodoo, Emerald Gem, Ordway Pink-meats and others of similar types.

We were successful in developing a well netted Pollock type of cantaloupe which has a deep golden or orange colored flesh very thick meated, of fine texture, and with flavor superior to any of the above mentioned types. We named this cantaloupe GOLDEN POLLOCK.



It has a resistant type of vine so that it does not go down with the blight as readily as others.

We consider the Golden Pollock the best orange-fleshed cantaloupe on the market, and we would urge our customers to try it.

Prices postage prepaid, \$1.50 per pound; 15c per oz.

Early Rust-Resistant Hybrid No. 2

Several years ago we succeeded in getting a cross of the Rust-Resistant Pollock and the Early Watters, this we have named our Hybrid No. 2. It combines the two characteristics of early maturity and disease resistance. This strain has a remarkable vigor of growth, until it has set and developed a large set of fruit, and then the growth seems to stop—that is the new shoots, the vines seeming to throw all the force into the development of the fruit. This trait seems to make it desirable in one point, it has not been so seriously attacked by the melon aphid as the strains that have plenty of young succulent shoots.

This strain has now been grown four seasons for market.

We consider this Hybrid No. 2 the best early strain by all odds. It is early as the Watters, and almost as disease-enduring as the Pollock strains; it is very prolific, and especially so in producing a heavy yield of the first early sets.

The flesh of this strain is green, the netting exceptionally good, the cantaloupes are rather inclined to be longer in form than our other strains, and is not quite as regular in size, yet its many good qualities make it the most desirable cantaloupe to plant for early; in our estimation, a very good mate for our No. 25, where an early and late strain are both desired.

Prices postage prepaid, \$1.50 per pound; 15c per oz.

Early Watters

There are localities where the early cantaloupe is very profitable and there is a demand for an early maturing cantaloupe; our Early Watters meets that demand; this strain holds the best records of high returns, on account of its very prolific yields of extra early cantaloupes. In appearance it is almost identical with the Pollock type; it has the



green colored flesh, and the same general flavor. We have bred it as carefully, but the special point in the selection has been *prolific, early maturity*. This strain germinates very strong, vigorous plants, the fruit sets early, and the crop matures in a very short time, yet is extremely prolific, often making yields of two hundred and fifty crates, per acre. At Rocky Ford it begins to ripen about August 1, and is fully a week earlier than the Pollock strains. We would recommend it where the tendency to fungus troubles is not too marked, and for a small portion of a grower's plantings it will doubtless pay in many locations.

Prices postage prepaid, \$1.50 per pound; 15c per oz. Our 1923 supply is entirely exhausted.

Burrell Gem or Ordway Pink Meat Cantaloupe

The distinctive features of this cantaloupe are, its thick golden flesh of such firm, fine grained texture, its exceptional sweet spicy flavor, and its small seed cavity and splendid keeping or shipping qualities, all combining to make what we believe is the best of the true pink meated melons of the oblong type. It is of vigorous growth, prolific in yield, having about an average season of maturity. We have a fine selection of this seed which we offer at the following price.

Prices, express or parcel post prepaid, one-half lb., 80c; one lb., \$1.50.

Honey Dew Cantaloupe

This ivory white type of winter cantaloupe has become a standard type of cantaloupe for some sections and markets. It has a very thick solid flesh of exceptional long keeping quality, under favorable conditions can be kept two months in prime condition; the flavor when properly matured is exquisitely sweet, quite similar to cantaloupe, and for out of season periods for other cantaloupes it has proven to be a profitable cantaloupe to market, after one has had some experience in handling it.

Prices, express or parcel post prepaid, one-half lb., 80c; one lb., \$1.50.



Our Policy

To follow the Golden Rule as nearly as possible, we will not sell you seed that we would not plant for ourselves.

"Life is not so short but there is always time for courtesy." It is the desire of each member of our association that the spirit of courtesy and friendliness to our customers be our watchword. Hence should you be passing through our Valley stop and call upon us. We will endeavor to make your visit as pleasant and as profitable as we can. If you have problems to solve and need assistance we will do all we can to help you. Our acquaintance with the cantaloupe industry in the many different sections of the United States might make it possible for us to help you. Let us hear from you whether you are a customer or not.

If you wish to succeed, keep this in mind, in a matter of so much importance as the purchasing of seed for a commercial crop a few dollars or a few days spent in a close personal inspection of the seed fields or an investigation of the parties who are selling the seed may be worth several hundred dollars to you.

For sound, practical reasons and the best use of your money why not make an attempt to verify the facts before deciding whether you will spend your money for ordinary seed or spend it for seed of proven value?

THE ROCKY FORD CANTALOUPE SEED BREEDERS ASSOCIATION

Incorporated 1909

Rocky Ford, Colorado

PHILO K. BLINN *President*

CLEM V. RYAN *Vice-President*

JAMES B. RYAN *Secretary-Treasurer*

Address all Orders to Secretary.

"THOU SHALT NOT SOW THY
FIELD WITH MINGLED SEED."—
Leviticus, 19:19.

The above words were written by
Moses, 3,411 years ago, only a year or
so after the Children of Israel had made
their escape through the Red Sea and
had entered the wilderness.

Then, Paul, 1,548 years later com-
pleted the warning by saying, "For
whatsoever a man soweth that shall he
also reap."

Yet today thousands of farmers are
carelessly planting their fields with
"mingled seed."

There is neither satisfaction nor profit
in growing a crop from "mingled seed."

"In the morning sow thy seed and in
the evening withhold not thy hand."

**The Rocky Ford
Cantaloupe
Seed Breeders
Association**

Rocky Ford, Colorado



Price List for 1924